INVESTMENT PROPOSAL 2018

Belajar **keahlian** secara **online** dari mentor **praktisi** kapan saja, dimana saja

DAFTAR, DAPAT GRATIS 6 KELAS
We believe human needs new approachment in learning to scale their quality of life and competitiveness.

We build product to augmenting human intelligence through the most relevant approachment in continous learning by providing robust education technology.
is social online learning marketplace where anyone could teach and learn any skills that enriching lives. It has flexible business model, revenue model, tools, 3rd party support, practical orientation method, and in Bahasa.

Arkademi’s mission is to democratize continuous learning to raise Indonesian value and competitiveness.
We choose our investor very carefully to make sure they share common vision and have relevant tangible-intangible capital to help us grow. Investors are part of us to actualize our big mission.

- Same vision to make Indonesia better by making impact through social tech-entrepreneurship.
- Embrace and support innovation.
- Experience, wisdom, and network in tech industry.
- Excellence experience in early stage investment.
- In-depth knowledge and broad access to talent, mentor, media, and market.
- Access and network to high net worth individual (HNWI) in tech and learning industry.
- Portofolio support.
FOUNDER

HILMAN FAJRIAN
Business strategist, tech developer, data engineer, startup coach.

Indonesia citizenship
University of Gadjah Mada (UGM) Yogyakarta, Faculty of Law
Balikpapan, Kalimantan Timur

Former CEO/Founder, Social Lab
Former Chief of Digital/co-founder, Discover Borneo
Former Chief Business Development, Koran Kaltim Newspaper
Former Chief Editor/co-founder, Koran Kaltim Newspaper
Former Head Software & Web Developer/co-founder, IDEA Digital

32 certifications on entrepreneurship, digital marketing, business strategy. 18 projects. 35 awards.

Linkedin: /hilmanfajrian

Role: Chief Executive & Technology Officer
CO-FOUNDER

RESSY DWI EVERNNY

Certified learning designer, Certified talent management, HCM certified & practioner, Corporate learning practioner

Indonesia citizenship
University of Brawijaya Malang, Faculty of Law
Jakarta

Expert HR Consultant at Indonesia Power
Former Leadership Learning Deputy Manager at PLN Corpu
Former HR Management module designer at PLN
Former Talent Management designer at PLN
Former Corporate Transformation team at PLN-McKinsey

2 certifications, 20 projects, 11 awards

Role: Chief Learning Officer
PRODUCT LINES

ARKADEMI Masterclass

ARKADEMI Workplace

ARKADEMI campus

ARKADEMI Studio
WHAT PROBLEM ARE WE SOLVING?

Online social learning marketplace where anyone could teach and learn any skills that enriching lives and raise their competitiveness.

STUDENT
- On-demand learning to improve skill.
- Learn from others/peers.
- Continuous and collaborative learning to maximize outcome.
- Solve the real problem with real solution.

MENTOR
- Limited opportunity to sell the expertise and experience as a mentor.
- Scalability and flexibility of mentoring.
- Flexibility on revenue model on selling class.
- Enriching content to maximize learning experience and outcome.
WHAT PROBLEM ARE WE SOLVING?

ARKADEMI Workplace

Web-app based learning management platform to help corporate transform their organization through most relevant learning approachment in 21st century.

EMPLOYEE
- On-demand learning to improve skill and develop career.
- Providing availability to any learning content without space and time barrier.
- Reliable platform to deliver user-centric learning program and engagement.

CORPORATE
- Scalability and availability on learning & development program on reliable platform.
- Cost efficiency with more optimal result.
- Deliver high quality learning content with most relevant approachment.
- Content privacy.
WHAT PROBLEM ARE WE SOLVING?

Online ecosystem for higher education to provide most engaging learning content with relevant approachment to maximize education outcome.

STUDENT
- Availability to access subject materials anywhere and anytime.
- Space and time barrier to engage with lecturer and learning content.
- Relevant learning content and approachment to maximize education outcome.

LECTURER
- Limitation channels to deliver subject materials and engage with students without barriers.
- Maximize student result by delivering engaging and relevant learning content.
- Smart tool to automate and iterate process.
WHAT PROBLEM ARE WE SOLVING?

Intelligence and creative service to help client to design and create relevant and engaging content on new media based on our special expertise and big data.

CORPORATE - LECTURER - MENTOR

- Ability to design and create learning content on new media.
- Resource availability to create engaging learning content.
- Insight and reference availability to create most relevant and engaging learning content that fits to student.
OUR SOLUTION

- The most reliable massive open online course in Indonesia.
- Online learning platform with robust and user centric technology.
- Deploy on enterprise grade platform with high-end security.
- Scaleable with unlimited flexibility.
- Stunning design with user experience centric.
- Platform that provides high quality learning experience through engagement and gamification.
- Game changer technology that democratize continuous learning.
SOCIAL IMPACT

THEORY OF CHANGE

Online social learning platform on skill improvement would drop learning cost, increase availability, raise competitiveness of society, and create a new economic source to improve prosperity.

IMPACT EVIDENCE

- National competitiveness index.
- National human development index.
- Entrepreneurship index.
ASIA E-LEARNING GROWTH

Worldwide E-Learning Market by 2016

$51.5B

Annual worldwide growth rate over the period 2012-2016

7.9%

Percentage of online training delivered by Best Companies (Average is 38.5%)

49.9%

Learning hours used per Employee by Best Companies (Average is 38.5h)

49.1h

Growth by region

What customers buy

Driven by India, China, Australia

Packaged Contents

Custom Content Services

Host of Tools and Platforms

docebo

Installed Authoring Tools

Installed Learning Platforms
Why Indonesia?

ASIA SUMMARY

HOTTEST E-LEARNING TRENDS

$7.1B
2013 Revenues

17.3%
Annual growth rate

$11.5B
Revenues by 2016

Literacy Development

Highest Growth Rate

Demand of Content

Integration with Talent Management

Adoption of Mobile Technology

Strong Government Initiatives

Top Buyers of Mobile Learning Products and Services

In 2012: US, Japan, South Korea, China, and India

Expected by 2017: China, US, Indonesia, India, and Brazil.

TOP 10 E-LEARNING GROWTH

India 1 55%
China 2 52%
Malaysia 3 41%
Romania 4 38%
Poland 5 35%
Czech Republic 6 27%
Brazil 7 26%
Indonesia 8 25%
Colombia 9 20%
Ukraine 10 20%

Opportunity for Indonesia:
- Top 10 E-Learning growth rate
- Top 10 E-Learning market by revenue
- Top 5 buyer of Mobile learning

TARGET COSTUMER

STUDENT
- Working age population
- Digital native
- Continuous learner
- College student

MENTOR
- Online and offline mentor/instructor
- Proven practitioner and entrepreneur
- Peer leader
- Teacher

CORPORATE
- Private enterprise
- Public enterprise
- State-owned enterprise
- Startup
- Course business

HIGHER EDUCATION
- College
- University
- Academy
**MARKET SIZE**

- **PAM (Potential Available Market):** 4.9 billion
  - World's working age population

- **TAM (Total Addressable Market):** 131.55 million
  - Indonesia working age population

- **SAM (Served Available Market):** 50 million
  - (early majority)

- **SOM (Serviceable & Obtainable Market):** 50,000
  - (innovator, early adopter)
MONETIZATION/BUSINESS MODEL

Arkademi Masterclass
- Enrollment commission
- Hosted class (individual)
- Hosted class (corporate)
- Sponsored class by brand
- Private mentoring commission
- Advertisement
- Store
- Arkademi Studio support

Arkademi Workplace
- Dedicated class - corporate learning
- Class quota
- Customization
- Integration
- Learning path
- Arkademi Studio support

Arkademi Campus
- Dedicated class - Campus Learning
- Dedicated class - Higher Education Online Degree
- Dedicated class - Public Learning
- Class quota
- Customization
- Integration
- Learning path
- Arkademi Studio support

Arkademi Studio
- Learning design
- Content production
Around Milestone by Funding Round

M-0
Round A funding
Rp 32 billion

M-2
Arkademi Campus

M-4
Arkademi Hub
1 major city

M-6
Mentor marketing tool

M-8
Arkademi Studio V1
Online tool

M-10
Learning path activation

M-12
Arkademi Hub
3 major city

M-14
Private mentoring activation

M-16
Advertisement add-on

M-18
Resource store & Project marketplace

M-24
Rp 500 B valuation
GMV Rp 100 billion
100 corporates
30 universities
400 mentors
600 classes
300.000 users

SAMPLE

SAMPLE

MILESTONE BY FUNDING ROUND
B Round Milestone by Funding Round

- **M-0**: B Round funding Rp 700 billion
- **M-3**: Research Center
- **M-4**: Arkademi Hub 12 major city
- **M-6**: Multilingual content re-creation
- **M-12**: ASEAN expansion
- **M-24**: $14 trillion valuation
- **M-36**: EXIT (acquisition/merger) Rp 28 trillion valuation
USER TRACTIONS
## Historical Performance

### January - August 2018

<table>
<thead>
<tr>
<th>Category</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Transaction (GMV)</td>
<td>(disembunyikan untuk siswa kelas online)</td>
</tr>
<tr>
<td>Profit (gross)</td>
<td>(disembunyikan untuk siswa kelas online)</td>
</tr>
<tr>
<td>User</td>
<td>2,651+</td>
</tr>
<tr>
<td>Mentor</td>
<td>21</td>
</tr>
<tr>
<td>Class</td>
<td>36</td>
</tr>
</tbody>
</table>
FUNDING NEEDS: Rp 500,000,000

ROUND: SEED 1

INVESTMENT: STRIGHT EQUITY

EQUITY: 10%

RUNWAY: 1 YEAR

NEXT ROUND: 8 MONTH

CURRENT BURNRATE: Rp 10,000,000/YEAR

FUTURE BURNRATE: Rp 40,000,000/MONTH
<table>
<thead>
<tr>
<th>Exit year</th>
<th>3</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sales multiple</td>
<td>5x</td>
</tr>
<tr>
<td>Enterprise value</td>
<td>$5,000,000</td>
</tr>
<tr>
<td>Current investor's interest value</td>
<td>$9,435</td>
</tr>
<tr>
<td>Internal rate of return</td>
<td>72.0%</td>
</tr>
<tr>
<td>Cash on cash return</td>
<td>94x</td>
</tr>
</tbody>
</table>

Your **investment of $35,000 (Rp 508,000,000)** could **return $330,257 (Rp 4,800,000,000)** **in 3 years**. This assumes that the company achieves $1,000,000 in revenues and is acquired for $5,000,000, or 5x revenues.

source & calculation by 100angels.com
WHAT WE NEED FROM SEED INVESTOR

- Rp 500,000,000 finance capital
- Access to market
- Access to talent
- Access to follow-on investor
- Portofolio support
- Mentorsip
# GROWTH CASE

<table>
<thead>
<tr>
<th>YEAR</th>
<th>2019</th>
<th>2020</th>
<th>2021</th>
<th>2022</th>
<th>2023</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>HIGH GROWTH</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>GMV</td>
<td>Rp 1,000</td>
<td>Rp 5,000</td>
<td>Rp 25,000</td>
<td>Rp 125,000</td>
<td>Rp 625,000</td>
</tr>
<tr>
<td>PROFIT/LOSS</td>
<td>Rp 600</td>
<td>Rp 3,500</td>
<td>Rp 17,500</td>
<td>Rp 87,500</td>
<td>Rp 437,500</td>
</tr>
<tr>
<td><strong>MEDIUM GROWTH</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>GMV</td>
<td>Rp 700</td>
<td>Rp 2,500</td>
<td>Rp 12,500</td>
<td>Rp 62,500</td>
<td>Rp 312,500</td>
</tr>
<tr>
<td>PROFIT/LOSS</td>
<td>Rp 300</td>
<td>Rp 1,750</td>
<td>Rp 8,750</td>
<td>Rp 43,750</td>
<td>Rp 218,750</td>
</tr>
<tr>
<td><strong>LOW GROWTH</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>GMV</td>
<td>Rp 300</td>
<td>Rp 1,500</td>
<td>Rp 7,500</td>
<td>Rp 37,500</td>
<td>Rp 187,500</td>
</tr>
<tr>
<td>PROFIT/LOSS</td>
<td>Rp 210</td>
<td>Rp 1,050</td>
<td>Rp 5,250</td>
<td>Rp 26,250</td>
<td>Rp 131,250</td>
</tr>
</tbody>
</table>

* in million rupiah
<table>
<thead>
<tr>
<th>RISK</th>
<th>MITIGATION</th>
</tr>
</thead>
<tbody>
<tr>
<td>Initial corporate client refusal for low budget reason.</td>
<td>Offer discount to fit the budget.</td>
</tr>
<tr>
<td>Initial corporate client refusal for absence of social proof reason.</td>
<td>Offer free demo class. Risk free.</td>
</tr>
<tr>
<td>Initial corporate client refusal for reliability and privacy reason.</td>
<td>Offer trial, service level agreement, and money back guarantee.</td>
</tr>
<tr>
<td>Initial corporate client refusal for absence of budget.</td>
<td>Offer free mini class until next fiscal year. Risk free.</td>
</tr>
<tr>
<td>Integration to existing system.</td>
<td>Offer custom integration application (API).</td>
</tr>
<tr>
<td>Competitor entry.</td>
<td>Offer full customization to fit the needs, competitive pricing model, SLA, and money back guarantee.</td>
</tr>
<tr>
<td>Competitor protection to client.</td>
<td>Asking assist from network or investor to access the higher level.</td>
</tr>
<tr>
<td>Low user growth.</td>
<td>Acquire high profile mentor and offer different business model to attract user.</td>
</tr>
<tr>
<td>Growth does not reflect to financial achievement.</td>
<td>Allocate more budget on marketing/public relation, accelerate integration to 3rd party platform/service, and attract investor pool for next funding round.</td>
</tr>
<tr>
<td>Platform or system failure</td>
<td>Migration to more reliable cloud service, recruit additional dedicated developer, and hardening system</td>
</tr>
</tbody>
</table>
MARKETING

- Demo class
- High profile corporate acquisition
- Social proof
- Pitching
- Public relation, event partnership
- Event, competition
- Chief/investor network
- Demo video, company profile
- Landing page
- Targeted ads
- Free L&D insight ebook (lead capture)

- Free trial, demo.
- Full customization
- Fast execution
- Arkademi studio support
- Flexible pricing and revenue model

- Annual contract
- Addition class
- Dynamic pricing based on class quota
- Additional customization
- Learning path feature
MARKETING

Arkademi Studio Support
Flexible pricing and revenue model
Annual contract
Addition class
Addition public class
Dynamic pricing based on class quota
Additional customization
Learning path feature

- Demo class
- High profile university acquisition
- Social proof
- Pitching
- Public relation, event partnership
- Event, competition
- Chief/investor network
- Demo video, company profile
- Landing page
- Targeted ads
- Free higher education insight ebook (lead capture)
- Free trial, demo.
- Full customization
- Fast execution
- Arkademi studio support
- Fast execution
- Annual contract
- Addition class
- Addition public class
- Dynamic pricing based on class quota
- Additional customization
- Learning path feature
MARKETING

**Acquisition**
- Social proof
- High profile mentor or brand
- Mentor peer network
- Chief/investor network
- Public relation
- Social media
- Arkademi Studio

**Conversion**
- Mentor referral
- Flexible revenue model
- Arkademi Studio support
- Arkademi Hub
- Mentor marketing tool
- Arkademi Studio support
- Sale program

**Retention**
- Addition class
- Learning path
- Mentor bonus
- Resource store
- Multilanguage class
- Arkademi Hub

**SEO**
- Blog
- Event partnership
- PPC, social ad
MARKETING

- Free class
- Mobile app
- Social proof
- High profile mentor
- Mentor network/marketing
- Affiliate/referral
- Public relation
- Social media

- Discount coupon
- New user coupon
- Affiliate/referral
- Seat limitation
- Time limitation
- Money back guarantee

- Class variation
- Learning path
- Point (gamification)
- Discount
- Mobile engagement
- Resource/Project store

- SEO
- Blog
- Event partnership
- Community engagement
- PPC, social ad
- 3rd party platform integration
- Lead magnet

Acquisition
Conversion
Retention
Arkademi is not built only to take opportunity. But to create impact to build the better future with sustainable business model.

We need you to walk with us to play our role in society to create big impact and fulfill noble mission.